

[Careers](#) [Investors](#) [Our Responsibility](#) [News](#) [Partners](#) [Contact Us](#)

[Find](#)

Enter product name, company or keyword



[Home](#)

[Our Products](#)

[Our Caring](#)

[Our Company](#)

Our Company

[Our Credo Values](#)

[Our Management Approach](#)

[Our Citizenship](#)

[Corporate Governance](#)

[Company Structure](#)

[Our People & Diversity](#)

[Company Publications](#)

[Our History](#)



[Text Size](#)

[Text Only](#)

[Email to a Friend](#)

[Printer Friendly](#)

[RSS](#)

Our Credo Values

The values that guide our decision making are spelled out in Our Credo. Put simply, Our Credo challenges us to put the needs and well-being of the people we serve *first*.

Robert Wood Johnson, former chairman from 1932 to 1963 and a member of the Company's founding family, crafted Our Credo himself in 1943, just before Johnson & Johnson became a publicly traded company. This was long before anyone ever heard the term "corporate social responsibility." Our Credo is more than just a moral compass. We believe it's a recipe for business success. The fact that Johnson & Johnson is one of only a handful of companies that have flourished through more than a century of change is proof of that.

View the video to learn more about Our Credo and how it lives in the Johnson & Johnson Family of Companies today. Explore its history on our blog, Kilmer House, named for Dr. Frederick Barnett Kilmer, the first scientific director of Johnson & Johnson.

[Our Credo](#)

[Kilmer House](#)

[The Passing of the Torch](#)

[The Laurel Club](#)

[What Was it Like to Work Here 100 Years Ago?](#)

Additional information illustrating Our Credo Values can be found at:

[Our Caring](#)

[Our Stories](#)

[Our Giving](#)

[Our Citizenship](#)

[Protecting the Environment](#)

[Our People & Diversity](#)

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